



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1360069

Schedule Dates 10/29/12-11/06/12  
Advertiser Matheson for Congress (73730)  
Agency Media Strategies & Research-Denver (1374)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand OCT 29 - NOV 6 (469243)  
Salesperson Henderson, Kristen (2948)  
Sales Office KUTV/KMYU  
Buyer Name collins, suzanne  
Phone/Fax /  
CPE 11638  
Account Types Local/Political Candidate Agency BRD  
Billing Type Standard  
Comments

Date Entered 08/22/12  
Last Modified 08/23/12  
Entered By Chantye Diehl  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$10,228.50  
Net Total \$57,961.50  
Sales Tax

**Salt Lake City (KUTV)**

By Broadcast Month	Spots	Rate
Nov. 2012	105	\$68,190.00
<b>Grand Total:</b>	<b>105</b>	<b>\$68,190.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/29/12-11/02/12	3	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1			5	\$100.00	\$500.00	Salt Lake City (KUTV)		8/22/12
2.0	Normal Line / News	10/29/12-11/02/12	3	:30	5:30A- News-2 News This Morning 530a	1	1	1	1	1	1			5	\$150.00	\$750.00	Salt Lake City (KUTV)		8/22/12
3.0	Normal Line / News	10/29/12-11/02/12	1	:30	6A- 8A (MST)	1	1	1	1	1	1			5	\$550.00	\$2,750.00	Salt Lake City (KUTV)		8/22/12
4.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	8A- CBS Morning News	1	1	1	1	1	1			5	\$135.00	\$675.00	Salt Lake City (KUTV)		8/22/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	9A- CBS-The Price Is Right	1	1	1	1	1	1				\$700.00		Salt Lake City (KUTV)		8/22/12
5.0.1	Closed Preempt	11/02/12															Salt Lake City (KUTV)	Program Change/Exception - Price Is Right 11a-12p	
5.0.2	Closed Preempt	10/29/12															Salt Lake City (KUTV)	Program Change/Exception - Price Is Right 11a-12p	
6.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	10A- CBS-The Young and the Restless			1							\$135.00		Salt Lake City (KUTV)		8/22/12
6.0.1	Closed Preempt	10/30/12															Salt Lake City (KUTV)	Program Change/Exception - Young & Restless 9a-10a	
7.0	Normal Line / News	10/31/12-11/02/12	3	:30	12P- News-2 News at Noon			1		1				2	\$135.00	\$270.00	Salt Lake City (KUTV)		8/22/12
8.0	Normal Line / SPOT	10/30/12-11/01/12	5	:30	1P- News-Fresh Living		1		1					2	\$70.00	\$140.00	Salt Lake City (KUTV)		8/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*[Signature]*

8/23/12

PAYMENT RECEIVED 8/22



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9.0	Normal Line / News	11/05/12-11/06/12	3	:30	5A- News-2 News This Morning 5a	2	1							3	\$100.00	\$300.00	Salt Lake City (KUTV)		8/22/12
10.0	Normal Line / News	11/05/12-11/06/12	3	:30	5:30A- News-2 News This Morning 530a	1	1							2	\$150.00	\$300.00	Salt Lake City (KUTV)		8/22/12
11.0	Normal Line / News	11/05/12-11/06/12	1	:30	6A- 8A (MST)	1	1							2	\$550.00	\$1,100.00	Salt Lake City (KUTV)		8/22/12
12.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	8A- CBS Morning News	1	1							2	\$135.00	\$270.00	Salt Lake City (KUTV)		8/22/12
13.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8A- CBS-News Sunday Morning								1	1	\$300.00	\$300.00	Salt Lake City (KUTV)		8/22/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11A- CBS-Lets Make a Deal	1	1								\$135.00		Salt Lake City (KUTV)		8/22/12
14.0.1	Closed Preempt	11/05/12															Salt Lake City (KUTV)	Program Change/Exception - Let's Make a Deal 10a-11a	
15.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	1P- News-Fresh Living	1	1							1	\$70.00	\$70.00	Salt Lake City (KUTV)		8/22/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2P- CBS-The Talk	1	1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		8/22/12
17.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	3P- Ricki Lake	2	1	1	1	1				6	\$225.00	\$1,350.00	Salt Lake City (KUTV)		8/22/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3P- Ricki Lake	1	1							1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/22/12
19.0	Normal Line / News	10/29/12-11/02/12	3	:30	4P- News-2 News at 4p	1	1	1	1	1				5	\$175.00	\$875.00	Salt Lake City (KUTV)		8/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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20.0	Normal Line / News	11/05/12-11/05/12	3	:30	4P- News-2 News at 4p	1	1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		8/22/12
21.0	Normal Line / News	10/29/12-11/02/12	3	:30	4:30P- News-2 News at 430p	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Salt Lake City (KUTV)		8/22/12
22.0	Normal Line / News	11/05/12-11/05/12	3	:30	4:30P- News-2 News at 430p	1	1							1	\$200.00	\$200.00	Salt Lake City (KUTV)		8/22/12
23.0	Normal Line / News	10/29/12-11/02/12	1	:30	5P- News-2 News at 5p	1	1	1	1	1	1			5	\$900.00	\$4,500.00	Salt Lake City (KUTV)		8/22/12
24.0	Normal Line / News	11/05/12-11/05/12	1	:30	5P- News-2 News at 5p	1	1							1	\$900.00	\$900.00	Salt Lake City (KUTV)		8/22/12
25.0	Normal Line / News	10/29/12-11/02/12	3	:30	5P- News-2 News at 5p	1	1	1	1	1	1			5	\$400.00	\$2,000.00	Salt Lake City (KUTV)		8/22/12
26.0	Normal Line / News	11/05/12-11/05/12	3	:30	5P- News-2 News at 5p	1	1							1	\$400.00	\$400.00	Salt Lake City (KUTV)		8/22/12
27.0	Normal Line / News	10/29/12-11/02/12	1	:30	6P- News-2 News at 6p	2	2	2	2	2	1			9	\$1,000.00	\$9,000.00	Salt Lake City (KUTV)		8/22/12
28.0	Normal Line / News	11/05/12-11/05/12	1	:30	6P- News-2 News at 6p	2	2							2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		8/22/12
29.0	Normal Line / News	11/03/12-11/03/12	3	:30	5P- News-2 News at 5p							1		1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/22/12
30.0	Normal Line / News	11/04/12-11/04/12	3	:30	5P- News-2 News at 5p								1	1	\$350.00	\$350.00	Salt Lake City (KUTV)		8/22/12
31.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	6:30P- Entertainment Tonight						1			1	\$475.00	\$475.00	Salt Lake City (KUTV)		8/22/12

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32.0	Normal Line / Prime	10/31/12-10/31/12	3	:30	7p- CBS-Survivor (Wednesday)			1						1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		8/22/12
33.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	7p- CBS-CSI New York (Friday)					1				1	\$800.00	\$800.00	Salt Lake City (KUTV)		8/22/12
34.0	Normal Line / Prime	11/03/12-11/03/12	3	:30	7p- CBS-Comedytime (Saturday)						1			1	\$375.00	\$375.00	Salt Lake City (KUTV)		8/22/12
35.0	Normal Line / Prime	11/04/12-11/04/12	3	:30	9p- CBS-The Mentalist (Sunday)							1		1	\$1,750.00	\$1,750.00	Salt Lake City (KUTV)		8/22/12
36.0	Normal Line / News	10/29/12-10/29/12	3	:30	10p- News-2 News at 10p		1							1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)		8/22/12
37.0	Normal Line / News	10/29/12-11/02/12	1	:30	10p- News-2 News at 10p		1	2	2	2	2			9	\$2,500.00	\$22,500.00	Salt Lake City (KUTV)		8/22/12
38.0	Normal Line / News	11/05/12-11/05/12	1	:30	10p- News-2 News at 10p		2							2	\$2,500.00	\$5,000.00	Salt Lake City (KUTV)		8/22/12
39.0	Normal Line / News	11/03/12-11/03/12	3	:30	10p- News-2 News at 10p						1			1	\$650.00	\$650.00	Salt Lake City (KUTV)		8/22/12
40.0	Normal Line / News	11/04/12-11/04/12	3	:30	10p- News-2 News at 10p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		8/22/12
41.0	Normal Line / SPOT	10/29/12-11/01/12	3	:30	10:35p- CBS-The David Letterman Show		1			1				2	\$285.00	\$570.00	Salt Lake City (KUTV)		8/22/12
42.0	M/G For 5.0.1 / SPOT	11/02/12-11/02/12	1	:30	11A- 12P (MST)					1				1	\$700.00	\$700.00	Salt Lake City (KUTV)		8/22/12

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43.0	M/G For 6.0.1 / SPOT	10/30/12-10/30/12	3	:30	9A- 10A (MST)	1	1							1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/22/12
44.0	M/G For 14.0.1 / SPOT	11/05/12-11/05/12	3	:30	10A- 11A (MST)	1	1							1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/22/12
45.0	M/G For 5.0.2 / SPOT	10/29/12-10/29/12	1	:30	11A- 12P (MST)	1	1							1	\$700.00	\$700.00	Salt Lake City (KUTV)		8/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



**AE: Kristen Henderson**

**CLIENT: Matheson for Congress**

**ORDER NUMBER:** 1360069

**FLIGHT DATES:** 10/29/12-11/6/12

**BUYER: Media Strategies and Research- Denver**

**PRODUCT:** October 29 through November 6

**ESTIMATE: 11638**

This make good is being submitted to traffic at the same time as it is being sent to the buyer. It is possible a new mg may need to be offered if this one is not available

**Note:** If KUTV does not receive response from buyer within 24 hours make good will be made as offered

[khenderson@sbgn.net](mailto:khenderson@sbgn.net)

± Font size ±

## RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Thu, Aug 23, 2012 12:27 PM

**From :** Suzanne Collins <[suzanne@mediastategies.com](mailto:suzanne@mediastategies.com)>

**Subject :** RE: MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

**To :** Kristen Henderson <[khenderson@kutv2.com](mailto:khenderson@kutv2.com)>

Hi Kristen,

I approve to move the programs bought to the new time periods.

**Suzanne R. Collins (Lorimer)**

Media Strategies & Research | 1580 Lincoln Street, Suite 510  
Denver, Colorado 80203 | 303-989-4700 | Fax 303-764-9946

**From:** Kristen Henderson [<mailto:khenderson@kutv2.com>]

**Sent:** Thursday, August 23, 2012 12:21 PM

**To:** Suzanne Collins

**Subject:** MATHESON Makegoods - KUTV Daytime Program Changes Eff. 9/10/12

Hi Suzanne-

Please see attached for makegoods for MATHESON due to programming changes. Can you please let me know if you approve? Note that there are 3 sheets.

Thanks!

**Kristen Henderson**

KUTV & KUTV.com

299 South Main, Suite 150

Salt Lake City, UT 84111

PH: 801.839.1119

FAX: 801.839.1101

Our new morning line up will be:

9am The Young and the Restless

10am Let's Make a Deal

11am The Price is Right

12pm KUTV News

This will be a very strong re-alignment of programming for the station, and a great lead in for our noon news product.

The start date for the new line up will be September 10th, 2012.

8/23/2012

<http://mail-02.sbgnet.com/zimbra/h/printmessage?id=44577>

FINAL



Station Order Revised  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID
11638

Contact: Kristen Henderson  
Email: KHenderson@kutv2.com  
Phone: 801-973-3000  
Fax: 801-839-1101  
Direct: 801-839-1119

KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Total					29	30	31	01	02	03	04	05	06

KUTV 5a News	EM	M-F	\$100.00	30								2	1	8
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV 5:30a News	EM	M-F	\$150.00	30								1		7
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV 6a News	EM	M-F	\$550.00	30								1	1	7
Highly pre-emptible at LUR per KUTV. Move to L2														
CBS This Morning	EM	M-F	\$135.00	30								1	1	7
Highly pre-emptible at LUR per KUTV. Move to L1														
CBS Sunday Morn	EM	Su	\$300.00	30								1		1
Highly pre-emptible at LUR per KUTV. Move to L2														
Price is Right	DT	M-F	\$700.00	30								1		2
Highly pre-emptible at LUR per KUTV. Move to L2														
Young & Restless	DT	M-F	\$135.00	30									1	1
Highly pre-emptible at LUR per KUTV. Move to L2														
Lets Make a Deal	DT	M-F	\$135.00	30								1		1
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV Noon News	DT	M-F	\$135.00	30								1		2
Highly pre-emptible at LUR per KUTV. Move to L2														
Fresh Living	DT	M-F	\$70.00	30								1		3
Highly pre-emptible at LUR per KUTV. Move to L2														
The Talk	DT	M-F	\$175.00	30								1		1
Highly pre-emptible at LUR per KUTV. Move to L2														
Ricki Lake	EF	M-F	\$225.00	30								1		7
Highly pre-emptible at LUR per KUTV. Move to L2														
3:00 PM 4:00 PM				30										
Highly pre-emptible at LUR per KUTV. Move to L2														

Suzanne Collins  
Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastراتيجies.com





Station Order Revised  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID  
11638

Contact: Kristen Henderson  
Email: KHenderson@kutv2.com

Phone: 801-973-3000  
Fax: 801-839-1101  
Direct: 801-839-1119

KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Total				29	30	31	01	02	03	04	05	06

KUTV 4p News	EN	M-F	\$175.00	1	1	1	1	1	1		1	6
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 4:30p News	EN	M-F	\$200.00	1	1	1	1	1	1		1	6
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5p News	EN	M-F	\$900.00	1	1	1	1	1	1		1	6
Highly pre-emptible at LUR per KUTV. Move to L1												
KUTV 5p News	EN	M-F	\$400.00	1	1	1	1	1	1		1	6
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 6p News	EN	M-F	\$1,000.00	2	2	2	2	2	1	2		11
Highly pre-emptible at LUR per KUTV. Move to L2												
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Saturday 5p News	EN	Sa	\$225.00						1			1
Highly pre-emptible at LUR per KUTV. Move to L2												
Sunday 5p News	EN	Su	\$350.00						1			1
Highly pre-emptible at LUR per KUTV. Move to L2												
Ent Tonight	PA	M-F	\$475.00				1					1
Highly pre-emptible at LUR per KUTV. Move to L2												
Survivor	PT	W	\$1,500.00				1					1
Highly pre-emptible at LUR per KUTV. Move to L2												
CSI New York	PT	F	\$800.00					1				1
Highly pre-emptible at LUR per KUTV. Move to L2												
Comedytime	PT	Sa	\$375.00						1			1
Highly pre-emptible at LUR per KUTV. Move to L2												
Mentalist	PT	Su	\$1,750.00								1	1
Highly pre-emptible at LUR per KUTV. Move to L2												
9:00 PM 10:00 PM			\$1,750.00									
Highly pre-emptible at LUR per KUTV. Move to L2												

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Station Order Revised  
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11638

Contact: Kristen Henderson

Email: KHenderson@kutv2.com

Phone: 801-973-3000

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
KUTV 10p News	LN	M-F	\$1,200.00	1								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 10p News	LN	M-F	\$2,500.00	1	2	2	2	2	2			
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 10p News	LN	M-F	\$27,500.00									
Highly pre-emptible at LUR per KUTV. Move to L1												

KUTV 10p News	LN	M-F	\$1,200.00	1								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 10p News	LN	M-F	\$2,500.00	1	2	2	2	2	2			
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 10p News	LN	M-F	\$27,500.00									
Highly pre-emptible at LUR per KUTV. Move to L1												
Saturday 10p News	LN	Sa	\$650.00							1		
Highly pre-emptible at LUR per KUTV. Move to L2												
10:00 PM 10:35 PM	30		\$650.00									
Sunday 10p News	LN	Su	\$900.00							1		
Highly pre-emptible at LUR per KUTV. Move to L2												
10:00 PM 10:35 PM	30		\$900.00									
Letterman	LF	M-F	\$285.00	1			1					
Highly pre-emptible at LUR per KUTV. Move to L2												
10:35 PM 11:35 PM	30		\$570.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
Station Gross Totals			\$68,190.00	16	15	15	16	15	3	4	17	4
105												

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Contact: Kristen Henderson  
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KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Total					29	30	31	01	02	03	04	05	06

KUTV 5a News	EM	M-F	\$100.00	30				1	1	1	1	1	7
Highly pre-emptible at LUR per KUTV. Move to L2													
KUTV 5:30a News	EM	M-F	\$150.00	30				1	1	1	1	1	7
Highly pre-emptible at LUR per KUTV. Move to L2													
KUTV 6a News	EM	M-F	\$550.00	30				1	1	1	1	1	7
Highly pre-emptible at LUR per KUTV. Move to L2													

CBS This Morning	EM	M-F	\$270.00	30				1	1	1	1	1	7
Highly pre-emptible at LUR per KUTV. Move to L1													
CBS Sunday Morn	EM	Su	\$300.00	30							1		1
Highly pre-emptible at LUR per KUTV. Move to L1													
Price is Right	DT	M-F	\$300.00	30					1				2
Highly pre-emptible at LUR per KUTV. Move to L2													
9:00 AM 10:00 AM	DT	M-F	\$600.00	30									
Highly pre-emptible at LUR per KUTV. Move to L2													
Young & Restless	DT	M-F	\$135.00	30				1					1
Highly pre-emptible at LUR per KUTV. Move to L2													
10:00 AM 11:00 AM	DT	M-F	\$135.00	30									
Highly pre-emptible at LUR per KUTV. Move to L2													
Lets Make a Deal	DT	M-F	\$135.00	30							1		1
Highly pre-emptible at LUR per KUTV. Move to L2													
11:00 AM 12:00 PM	DT	M-F	\$135.00	30									
Highly pre-emptible at LUR per KUTV. Move to L2													
KUTV Noon News	DT	M-F	\$135.00	30					1				2
Highly pre-emptible at LUR per KUTV. Move to L2													
12:00 PM 1:00 PM	DT	M-F	\$270.00	30									
Highly pre-emptible at LUR per KUTV. Move to L2													
Fresh Living	DT	M-F	\$70.00	30							1		2
Highly pre-emptible at LUR per KUTV. Move to L2													
1:00 PM 1:30 PM	DT	M-F	\$140.00	30									
Highly pre-emptible at LUR per KUTV. Move to L2													
The Talk	DT	M-F	\$175.00	30							1		1
Highly pre-emptible at LUR per KUTV. Move to L2													
2:00 PM 3:00 PM	DT	M-F	\$175.00	30									
Highly pre-emptible at LUR per KUTV. Move to L2													
Ricki Lake	EF	M-F	\$225.00	30							1		6
Highly pre-emptible at LUR per KUTV. Move to L2													
3:00 PM 4:00 PM	DT	M-F	\$1,350.00	30									
Highly pre-emptible at LUR per KUTV. Move to L2													

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Station Order Revised  
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Market: Salt Lake City-Ogden

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KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Total				29	30	31	01	02	03	04	05	06

KUTV 4p News	EN	M-F	\$175.00	1	1	1	1	1	1		1	6
4:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 4:30p News	EN	M-F	\$200.00	1	1	1	1	1	1		1	6
4:30 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5p News	EN	M-F	\$800.00	2	2	2	2	2	2		2	12
5:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 6p News	EN	M-F	\$850.00	2	2	2	2	2	1		2	11
6:00 PM												
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Saturday 5p News	EN	Sa	\$225.00						1		1	1
5:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
Sunday 5p News	EN	Su	\$350.00							1		1
5:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
Ent Tonight	PA	M-F	\$475.00				1					1
6:30 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
Survivor	PT	W	\$1,500.00				1					1
7:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
CSI New York	PT	F	\$800.00					1				1
7:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
Comedytime	PT	Sa	\$375.00						1			1
7:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
Mentalist	PT	Su	\$1,750.00							1		1
9:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 10p News	LN	M-F	\$2,400.00	2	2	2	2	2	2		2	12
10:00 PM												
Highly pre-emptible at LUR per KUTV. Move to L1												
10:35 PM												
30			\$28,800.00									

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KUTV-TV

Program Name	DP Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Saturday 10p News	10:00 PM	10:35 PM	30								
Highly pre-emptible at LUR per KUTV. Move to L2											
Sunday 10p News	10:00 PM	10:35 PM									
Highly pre-emptible at LUR per KUTV. Move to L2											
Letterman	10:35 PM	11:35 PM	30								
Highly pre-emptible at LUR per KUTV. Move to L2											
Station Gross Totals											


1	1	1	1	1	1	1	1	1	1	1	1
Saturday 10p News	10:00 PM	10:35 PM	30								
Highly pre-emptible at LUR per KUTV. Move to L2											
Sunday 10p News	10:00 PM	10:35 PM	30								
Highly pre-emptible at LUR per KUTV. Move to L2											
Letterman	10:35 PM	11:35 PM	30								
Highly pre-emptible at LUR per KUTV. Move to L2											
Station Gross Totals											

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6/24/12

	
<b>Station Order</b> Matheson for Congress 2012	
<b>Market:</b> Salt Lake City-Ogden	<b>Flight Dates:</b> Monday, October 29, 2012 to Tuesday, November 06, 2012
<b>Estimate ID</b>	<b>11638</b>

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**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
KUTV 5a News	5:00 AM - 5:30 AM	30	\$560.00	1	1	1	1	1	1	1	1	7
KUTV 5:30a News	5:30 AM - 6:00 AM	30	\$1,080.00	1	1	1	1	1	1	1	2	8
KUTV 6a News	6:00 AM - 8:00 AM	30	\$2,000.00	1	1	1	1	1	1	1	2	8
CBS This Morning	8:00 AM - 9:00 AM	30	\$920.00	1	1	1	1	1	1	1	2	8
CBS Sunday Morn	8:00 AM - 9:30 AM	30	\$225.00							1	1	1
Price is Right	9:00 AM - 10:00 AM	30	\$500.00	1					1			2
Young & Restless	10:00 AM - 11:00 AM	30	\$125.00		1							1
Lets Make a Deal	11:00 AM - 12:00 PM	30	\$110.00							1		1
KUTV Noon News	12:00 PM - 1:00 PM	30	\$240.00				1					2
Fresh Living	1:00 PM - 1:30 PM	30	\$140.00	1			1					2
The Talk	2:00 PM - 3:00 PM	30	\$150.00							1		1
Ricki Lake	3:00 PM - 4:00 PM	30	\$1,200.00	1	1	1	1	1	1	1	1	6

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
KUTV 5a News	5:00 AM - 5:30 AM	30	\$80.00	1	1	1	1	1	1	1	1	7
KUTV 5:30a News	5:30 AM - 6:00 AM	30	\$1,080.00	1	1	1	1	1	1	1	2	8
KUTV 6a News	6:00 AM - 8:00 AM	30	\$2,000.00	1	1	1	1	1	1	1	2	8
CBS This Morning	8:00 AM - 9:00 AM	30	\$115.00	1	1	1	1	1	1	1	2	8
CBS Sunday Morn	8:00 AM - 9:30 AM	30	\$225.00							1	1	1
Price is Right	9:00 AM - 10:00 AM	30	\$250.00	1					1			2
Young & Restless	10:00 AM - 11:00 AM	30	\$125.00		1							1
Lets Make a Deal	11:00 AM - 12:00 PM	30	\$110.00							1		1
KUTV Noon News	12:00 PM - 1:00 PM	30	\$120.00				1					2
Fresh Living	1:00 PM - 1:30 PM	30	\$70.00	1			1					2
The Talk	2:00 PM - 3:00 PM	30	\$150.00							1		1
Ricki Lake	3:00 PM - 4:00 PM	30	\$200.00	1	1	1	1	1	1	1	1	6



# Station Order Matheson for Congress 2012

Market: Salt Lake City-Ogden

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## KUTV-TV

Program Name	DP Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
KUTV 4p News	30	M-F	\$135.00	1	1	1	1	1	1	1	1	6
KUTV 4:30p News	30	M-F	\$150.00	1	1	1	1	1	1	1	1	6

KUTV 4p News	EN	M-F	30	\$135.00	1	1	1	1	1	1	1	6
KUTV 4:30p News	EN	M-F	30	\$150.00	1	1	1	1	1	1	1	6
KUTV 5p News	EN	M-F	30	\$360.00	2	2	1	2	2	2	2	11
KUTV 6p News	EN	M-F	30	\$360.00	1	2	2	1	1	2	2	9
Saturday 5p News	EN	Sa	30	\$180.00					1			1
Sunday 5p News	EN	Su	30	\$225.00						1		1
Ent Tonight	PA	M-F	30	\$425.00		1						2
Survivor	PT	W	30	\$1,250.00		1						1
CSI New York	PT	F	30	\$750.00				1				1
Comedytime	PT	Sa	30	\$350.00					1			1
Mentalist	PT	Su	30	\$1,500.00						1		1
KUTV 10p News	LN	M-F	30	\$1,100.00	2	2	2	1	2	2	2	11
KUTV 10p News	LN	M-F	30	\$12,100.00	2	2	2	1	2	2	2	11

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KUTV-TV

Program Name	DP Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Saturday 10p News	30	\$600.00									
Sunday 10p News	30	\$850.00									
Letterman	30	\$275.00									
Station Gross Totals		\$35,365.00									

Program Name	DP Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Saturday 10p News	30	\$600.00									
Sunday 10p News	30	\$850.00									
Letterman	30	\$275.00									
Station Gross Totals		\$35,365.00									

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